Meeting Minutes

Meeting Name: FNE Area Plan Amendment Steering Committee Meeting #1
Date/Time: Wednesday, October 27, 2021 - 12:30am – 1:20pm
Participants: Ann White, Charles Foster, Katherine Tinsley, Blanca Madrid Sarah Nurmena, Scott Robinson, Lilly Djaniants, Brian Connolly

1. Welcome and Introductions

2. Presentation by City Staff, Lilly Djaniants from Community Planning and Development
   a. Reviewed targeted area of the plan amendment as initiated by the relocation of Pepsi Bottling Plant from Brighton Boulevard to DIA
   b. Pepsi Bottling Plant will bring 475-525 jobs
   c. Plan Amendment is required to accommodate this particular use
      i. Boundary of the amendment are roughly identified by 72nd Ave to the north, High Point Boulevard to the South, Argonne St to the west, and Himalaya St to the east.
   d. The changed trajectory of the light rail stop beyond the FNE Area Plan’s horizon has signaled that this area might be appropriate for a different type of land use
   e. Any redevelopment of 5 acres or more will be accompanied by a Large Development Review (LDR)
   f. Rezoning would be necessary to accommodate manufacturing or light-industrial use
   g. Consistency with the FNE Area Plan recommendations:
      i. The FNE area plan recommends rezoning Former Chapter 59 properties into the Denver Zoning Code.
         • Current zoning on site is former Chapter 59 and rezoning out of former Chapter 59 into Denver’s current zoning would be consistent with the plan’s recommendations.
      ii. Far Northeast residents identified existing high-profile employers such as DEN and Panasonic as key assets to build upon, or follow suit with similar development, as a strategy for attracting jobs.
         • Pepsi Bottling Plant would be consistent with this recommendation, as a large-scale industry that brings jobs to FNE.
      iii. The plan recommended that we use major regional transportation infrastructure including I-70 and Peña Boulevard to attract businesses.
         • Pepsi has strategically chosen this location due to its proximity to I-70 north of 72nd Ave.
      iv. The plan recommends that we coordinate with the City’s Department of Economic Development for tenant recruitment.
         • The site location and search were coordinated by DEDO.
      v. Plan recommends that we establish new districts through market driven growth.
         • A market analysis will be facilitated with this amendment process.
   h. Anticipated modifications to the area plan will include:
      i. Placetypes and land uses
      ii. Mobility network
      iii. Employment opportunity
      iv. All changes will be confirmed with the steering committee, the public, and will be analyzed to reflect market analysis
      i. A virtual public meeting is anticipated in mid-December
         i. Information will be shared with the public via FNE Plan Amendment website
3. **Steering Committee Questions/Comments**
   
a. In an already tight job market, how will Pepsi’s facilitate recruiting jobs?
   
i. Pepsi offers competitive salaries and benefits

b. How will Pepsi participate in the community, and what will be community benefits?
   
i. Steering Committee will put Pepsi’s rep in touch with community organizations

c. How will recruiting be facilitated?
   
i. Steering committee recommends facilitating job fairs with the FNE community, and providing information sessions with local RNO’s

d. Can FNE community have top priority to these jobs, especially given their proximity to the facility?

e. What type of agglomeration is expected as a result of Pepsi coming here?
   
i. Typically, its bottling facilities, and food and beverage
   
ii. CPD will aim to identify additional agglomeration potential